



SALISBURY TOURISM AUTHORITY
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SALISBURY TOURISM AND CULTURAL DEVELOPMENT COMMISSION
Minutes
April 28, 2010

The Salisbury Tourism and Cultural Development Commission met in the Council Chamber at 217 South Main Street. Lunch was provided.

In attendance were: Mr. Boris Bunich, Mr. Bill Burgin, Ms. Ann Cave, Ms. Myra Heard, Mr. Randy Hemann, Mr. Mark Lewis, Mr. James Meacham, Mr. Mike Miller, Mr. Preston Mitchell, Ms. Diana Moghrabi, Mr. Joe Morris, Ms. Krista Osterweil, Ms. Barbara Perry, Ms. Michelle Patterson, Mr. David W. Redden, Mr. John Sofley, Ms. Gail Elder White, Councilman Paul Woodson

WELCOME AND OPENING REMARKS

Chairman Mark Lewis called the lunch meeting to order. Today's agenda and the minutes of March 24, 2010, were approved as submitted. Members received numerous handouts, posters and brochures. Agendas and minutes will be provided electronically prior to meetings unless otherwise requested.

FINANCIALS

John Sofley made the following treasurer's report.

Revenues:

Occupancy Tax Receipts \$ 114,416

Expenditures:

Marketing \$ 55,000

Administrative Fee 3,432

Total expenditures \$ 58,432

Net increase (decrease) in fund balance \$ 55,984 (after paying Rowan County TDA \$55,000).

The financial report was unanimously approved. Mark Lewis asked to meet with the Treasurer to discuss a format for future financial reports.

SPECIAL PRESENTATIONS

There were five bold steps indentified at the “mission, vision and values” work session; one of those steps was to listen to our hotels, sites and attractions. Here is a sample of three timely events coming to Salisbury in May.

Brick Street Live (Mike Miller, Miller Davis Studio, Inc.)

Mr. Miller gave an exciting PowerPoint presentation on the summer concert series. His company (Miller /Davis Studios) is assuming the risks and will receive the gate admission fee. A great deal of thought and effort has gone into this event. Visit www.brickstreetlive.com for information about scheduled high-quality performances on East Fisher Street. Brick Street Live! events will run monthly on selected Thursday evenings from 5-10 p.m. General admission is \$5. No coolers, but you can bring chairs.

This “festival atmosphere” event will take advantage of the bricked street (East Fisher) entertainment district in downtown Salisbury and offer the region another reason to come to downtown Salisbury. Marketing covers cable TV, radio, print, E-marketing, posters and rack cards in Winston/Salem, Greensboro, Charlotte, and Rowan, Cabarrus and Iredell Counties. Mr. Miller showed a 30-second TV spot featuring Bucky Covington who will perform in the first concert, May 6.

Mr. Miller has coordinated with restaurants, hotels (Hampton Inn, Holiday Inn and Comfort Suites) and RCVB to create complete overnight visitor packages.

Art on Easy Street (Anne Cave, Director, Rowan Arts Council)

Ms. Cave distributed brochures and rack cards introducing the Rowan Arts Council, Second Saturday Art Crawl and the May 15 “Art on Easy Street” event. Salisbury’s mayor has previously proclaimed the “Art on Easy Street” event “A Day of the Arts” and RAC hopes our mayor will do this again this year for “the arts enhance our quality of life.”

It is important for artists to promote their works regionally and bring in buyers from other areas. Cultural tourism is vital to the economy of Salisbury’s inventory of bonafide art studios.

She encouraged everyone to visit <http://www.rowanarts.org/> for more information. Rowan Arts Council is our local chapter and a designated partner of the NC Arts Council <http://www.ncarts.org/>.

Fisher Street Theater Preston Mitchell, President, Piedmont Players Theater, Inc.

The former “Friendly Cue” on East Fisher Street will soon open as an extension of the popular Meroney Theater, under the non-profit Piedmont Players Theater, Inc. <http://www.piedmontplayers.com> There will be an unveiling and a new name for this additional theater (which is presently called Fisher Street Theater or the family theater by many) in May. The first show will be a children’s production of *Joseph and the Amazing Technicolor Dreamcoat*.

Piedmont Players Theater, Inc. will present five shows a year for adult audiences, five shows a year for children, as well as a dozen youth camps and educational opportunities. They have a regional draw and a mailing distribution of over 4,500 households. They boast a fulltime marketing employee. There may be more potential now for the Salisbury community to see the Meroney Theatre used for film, concerts and other needs.

“PPT” looks forward to tying into the future of the Empire Hotel.

OLD BUSINESS

Rules of Procedure (Chairman Lewis / Organizational Committee)

The committee brought the Rules of Procedure to the Commission for approval. Michelle Patterson made a MOTION to approve as submitted. Krista Osterweil seconded the motion with all members voting AYE. (9-0) Document to be signed by the Chair and the Secretary.

Joint Tourism Marketing Committee (Krista Osterweil)

A report was distributed to the TDA members and is included below.

Mission: Launch a cooperative visitor marketing campaign in partnership with the State of NC and the NC Division of Tourism.

Goals:

- Leverage the Salisbury-Rowan County Authentic NC Brand with marketing efforts of the Division of Tourism.
- Create greater brand awareness for Salisbury-Rowan County as an authentic NC destination.
- Visitor lead generation
- Larger audience reach
- Generate new visitations through marketing and lead fulfillment
- Guarantee a continual and strong presence with the Division of Tourism’s marketing efforts.
- Reach target audience segments (family, culture, heritage, events and affordable travel

Marketing Vehicles and Budget

• www.Visitnc.com featured event listings (25 events total) (24@\$150)	\$3,750
• www.Visitnc.com downloadable brochure (12-month run time)	\$ 900
• www.Visitnc.com package sweepstakes (Thomas, fall)	\$3,000
• Oprah Magazine (August)	\$4,250
• Budget Travel Magazine (September)	\$3,600
• Culture and heritage (Food & Wine, National Geographic Traveler) (September)	\$5,250
• Air Tran In-Flight Magazine (October)	\$5,700
• Good Housekeeping (October)	\$5,300
• Events Package (6 publications, spring 2011)	\$4,200
• Civil War Heritage Package (5 publications, July 2010-spring 2011)	\$8,250
• Southern Living (spring 2011)	\$5,750
• Family Travel (3 publications, spring 2011)	<u>\$5,000</u>
Total	<u>\$54,950</u>

John Sofley confirmed that RCVB has received the check from STCDC to pay for these items. The purpose is to generate leads for people who want information about our community. This advertising could generate between 15-20,000 leads. Rowan Convention and Visitors Bureau staff will be required to respond to these leads, brochures will be needed to mail, and postage is required. The Rowan TDA <http://www.visitsalisburync.com/> budget is set and did not include an additional 15-20,000 leads. The STCDC discussed adding \$14,500 for postage and a print of 25,000 visitor guides which will amount to another \$10,651. RCVB will take advantage of the bulk pricing and add to the visitor guide printing.

Bill Burgin made a MOTION to fund \$25,000 to the Rowan TDA for the postage and visitor guide print costs to support the lead generation. Paul Woodson seconded the motion with all members voting AYE. (9-0)

Report from Rowan TDA (Michelle Patterson)

2010-2011 Board Goals Summary—not approved yet, they are meeting next week.

Operate as a visitor centric organization

- Servicing needs of visitors
- Supporting tourism-related businesses, organizations and community partners through marketing, advocacy, community relations and tourism development opportunities.

Continue employing an integrated marketing strategy for all tourism promotion.

- Focus on core visitor segments
 - General individual leisure travel-strong focus on family travel
 - Heritage, arts and culture
 - Group travel—organized travel and conferences/meetings
 - Business travel

- Increase technology-driven marketing through an expansion of web presence and across social marketing platforms
- Develop a tactical plan for growing the small meetings marketing and group business segments
- Explore partnerships and tactics for growing the sports market

Develop and implement a Board-driven community relations campaign

- Continue to tell the story of the importance of the tourism sector of the economy
- Increased reporting via adding a quarterly tourism-based economic report and an annual report to stakeholders
- Explore an annual tourism and hospitality event
- Increased forums for tourism partner communications
- Actively working with local municipal leaders throughout Rowan County

Create an effective and strong local tourism environment

- Determine the relationship structure with the Salisbury Tourism and Cultural Development Commission
- Continue to represent all of Rowan County within the NC tourism industry
- Seek out opportunities for recruiting/supporting new tourism-related businesses

Rowan County TDA Board

Michelle Patterson reported that the Rowan County TDA Board of Directors amended James Meacham's Executive Employment Agreement and added language which authorizes James, on behalf of the TDA and the Board of Directors, to establish partnerships, operational agreements and contracts with any person, firm agency or organization for the purpose of promoting travel and tourism or that may involve contributions for the purpose of promoting travel and tourism.

The Visitor Information Center is currently operating with six part-time employees. There are plans to make one of those individuals a fulltime employee weekdays from 9-5. Upon board approval, this would go into effect in July or August.

TDA Board appointments are coming up. There could be as many as seven changes in their board.

RCVB Update (James Meacham)

James provided a handout from the Rowan Municipal Association Tourism Presentation of April 22, 2010, which describes the Rowan County Tourism Economic impact and outlines tourism today. The secretary will retain a copy on file.

The market has improved over the previous year. (This is separate from the tax increase.) North Carolina, as a state, is starting an upward trend. Rowan County is moving up 3-4 percent faster than the state. Visitor inquiries are up 59 percent.

- Boris Bunich commented that hotel occupancy is up in many areas, but the room rates are down.
- Randy Hemann asked for a future presentation regarding the trolley.
- National Tourism Week is generally the second week in May.
- James reported that the Rowan TDA Board is very receptive to the partnership being carved out with the Salisbury TDA. The STCDC Chair stated that this board appreciates the Rowan TDA and all they and staff are doing.
- Attendance for the FAM Tour was not sufficient enough so it was cancelled. They may try to make a tour available on video so frontline people are familiar with sites and accommodations.

NEW BUSINESS

Open Meetings Law Primer (Myra Heard, City Clerk)

This commission is subject to the Open Meetings Law. Myra Heard provided a list of situations that require public notification. The TDA must adopt a regular meeting schedule in December of each year and keep it on file with the City Clerk or post changes and special meetings 48 hours in advance. Minutes must be on file for any meeting of this commission. Official meetings are open to the public. Email conversations may be considered an official meeting. An official meeting is when six (quorum) or more are meeting.

A handout was distributed. If you have any questions, please ask Myra for clarification.

Committee Appointments (Chairman Lewis)

Organization Committee

- Mark Lewis, TDA Chair
- Bill Burgin, TDA Vice-Chair
- Krista Osterweil, Marketing Committee Chair
- Barbara Perry, Destination Development Committee Chair
- John Sofley, Treasurer
- Diana Moghrabi, Secretary
- Joe Morris

Destination Development Committee

- Barbara Perry, Chair
- Bill Burgin
- Boris Bunich
- Lynn Raker
- Barb Sorel
- One to be named later

Marketing Committee

- Krista Osterweil, Chair
- David Redden
- Randy Hemann
- Glenda Dyson
- Andrew Waters
- Michelle Patterson

Mark Lewis charged the committee chairs to figuring out a time when each committee could meet. Barbara will let Mark know who she would like to have on her committee and he would follow up with appointments.

Proposed FY 2011 Budget (John Sofley)

Be it authorized by the Salisbury Tourism and Cultural Development Commission (STCDC) of Salisbury, NC as follows:

Section 1. The STCDC will receive a 3% occupancy tax levied by the City of Salisbury, NC as approved under their Ordinance 2009-52.

Section 2. These proceeds must be appropriated so that they can be legally expended.

Section 3. That the revenues be approved by the STCDC as follows:

(1) Occupancy Tax Proceeds	\$298,000
(2) Interest Earnings	<u>2,000</u>
	<u>\$300,000</u>

Section 4. That the expenditures be approved by the STCDC as follows:

(1) Marketing	\$194,000
(2) Capital	\$ 97,000
(3) Administrative Fee	<u>9,000</u>
	<u>\$300,000</u>

Section 5. That all other actions in conflict with this budget are hereby repealed to the extent of such conflict.

Section 6. That this budget shall be effective from and after its passage.

Randy Hemann made a MOTION to approve the above 2011 budget. Barbara Perry seconded the motion with all members voting AYE. (9-0)

This is a first reading; it will be officially adopted after publication. Staff will check the statutory requirements for a public hearing.

Regular Scheduled Meetings

A calendar of the fourth Wednesday meetings was approved and filed with the City Clerk with the thought that the November meeting will probably have to be adjusted (with proper posting and notifications) due to the Holiday Caravan Parade and Thanksgiving holidays.

Goal-Setting Session

May 26, 2010, the Marketing Committee will meet from 10-noon; at noon STCDC would have their regular meeting; and, from 1:30 until 3:30 the Destination Committee will have their session. Mark Lewis and staff will attend each session. These sessions will be at the Plaza, 100 W. Innes Street, in the second floor seminar room.

The committees will discuss whether they will have a regular meeting day and communicate with staff to be certain the proper support is in place.

PUBLIC COMMENT

None

NEXT STEPS

The next regular meeting of the STCDC will be May 26, 2010, at noon (lunch provided) at the Plaza, second floor seminar room.

The meeting was adjourned at 2:11 p.m.

Respectfully submitted,

Diana Moghrabi